

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <span style="font-size: 1.2em; font-family: cursive;">WRAL-TV Raleigh</span>	Date: <span style="font-size: 1.2em; font-family: cursive;">8/17/12</span>
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I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: \$ 47,759 | \$ 40,608.75

This broadcast time will be used by: Republican National Committee- IE

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12      [Signature]      703-683-4877  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Dave Lyles      Dave Lyles      Sales Manager  
Signature      Printed Name      Title



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

# CONTRACT

<u>Contract / Revision</u> 116770 /		<u>Alt Order #</u> 06285109
<u>Product</u> RNC 8/18		
<u>Contract Dates</u> 08/18/12 - 08/24/12		<u>Estimate #</u> 3034
<u>Advertiser</u> RNC		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 129.30
<u>IDB#</u>	<u>Advertiser Code</u> 20	<u>Product Code</u> 442
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement, LLC**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	08/24/12	08/24/12	Late News	11-1135p		:30				NM	1	\$2,000.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	----1--				1	\$2,000.00	8.20			
N 2	WRAL	08/24/12	08/24/12	Inside Edition	7-730P		:30				NM	1	\$1,500.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	---1---				1	\$1,500.00	5.90			
N 3	WRAL	08/24/12	08/24/12	NFL (Pre-Season) 2	8-11pm		:30				NM	2	\$5,000.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	---2---				2	\$2,500.00	5.40			
N 4	WRAL	08/24/12	08/24/12	Fri Hour 2	9-10p		:30				NM	1	\$4,000.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	----1--				1	\$4,000.00	6.50			
N 5	WRAL	08/20/12	08/20/12	Late News	11-1135p		:30				NM	1	\$2,000.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	1-----				1	\$2,000.00	8.20			
N 6	WRAL	08/20/12	08/20/12	6pm News (M-F)	6-630p		:30				NM	1	\$2,500.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	1-----				1	\$2,500.00	8.80			
N 7	WRAL	08/18/12	08/18/12	Sat Hour 3	10-11p		:30				NM	1	\$2,000.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$2,000.00	4.20			
N 8	WRAL	08/18/12	08/18/12	WRAL 6a News Sat	6-8a		:30				NM	1	\$600.00
		ISSUE CLASS OF TIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$600.00	3.60			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u> 116770 /		<u>Alt Order #</u> 06285109
<u>Contract Dates</u> 08/18/12 - 08/24/12	<u>Product</u> RNC 8/18	<u>Estimate #</u> 3034
<u>Advertiser</u> RNC		<u>Original Date / Revision</u> 08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	WRAL	08/18/12	08/18/12	Andy Griffith Sat 730-8p	730-8p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-				1	\$275.00	1.60			
N 10	WRAL	08/18/12	08/18/12	CBS This Morning Saturday	8am - 10am		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-				1	\$700.00	3.00			
N 11	WRAL	08/19/12	08/19/12	6pm News (Sun)	6-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1				1	\$800.00	5.70			
N 12	WRAL	08/19/12	08/19/12	WRAL Sun Morning News	7-9a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1				1	\$900.00	4.30			
N 13	WRAL	08/23/12	08/23/12	Late News	11-1135p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	---1---				1	\$2,000.00	8.20			
N 14	WRAL	08/23/12	08/23/12	6pm News (M-F)	6-630p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	---1---				1	\$2,500.00	8.80			
N 15	WRAL	08/21/12	08/21/12	Tue Hour 3	10-11p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1-----				1	\$5,000.00	7.70			
N 16	WRAL	08/21/12	08/21/12	Tue Hour 2	9-10p		:30				NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1-----				1	\$7,000.00	11.70			
N 17	WRAL	08/22/12	08/22/12	Wed Hour 3	10-11p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1----				1	\$5,000.00	7.40			
N 18	WRAL	08/22/12	08/22/12	6pm News (M-F)	6-630p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1----				1	\$2,500.00	8.80			
N 19	WRAL	08/22/12	08/22/12	Inside Edition	7-730P		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1----				1	\$1,500.00	5.90			
<b>Totals</b>										<b>129.30</b>		<b>20</b>	<b>\$47,775.00</b>

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**(919)821-8514**

<u>Contract / Revision</u>		<u>Alt Order #</u>
116770 /		06285109
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/18/12 - 08/24/12	RNC 8/18	3034
<u>Advertiser</u>		<u>Original Date / Revision</u>
RNC		08/17/12 / 08/17/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/24/12	20	\$47,775.00	\$40,608.75
<b>Totals</b>	<b>20</b>	<b>\$47,775.00</b>	<b>\$40,608.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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